

### **ABSTRACT OF THE DISCLOSURE**

The present invention is directed to a system and method for use in a computing environment to provide high definition (HD) video content as part of a multimedia experience over computing networks such as Internet Protocol (IP) networks. The present invention provides an interactive entertainment system where HD video is provided in a personal computing environment through novel compression techniques and optimization for the rendering hardware. Further, the HD video is embedded into other multimedia offerings to allowing unprecedented interaction by end users.